

**International
Carriers**



**Simply
Digital**



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Focus

Digital customer experience

Not one-size-fits-all



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Cloudification and automation, accelerated by the virtualization of everything, have amplified our hunger for real-time, self-serve and tailored buying experiences that are only a click away. There is no question about it, we are in the midst of the digital decade and this is revolutionizing customer interactions.

More and more, these expectations of digital technology permeate throughout the B2B customer lifecycle. Starting from the moment a customer considers purchasing a telecom solution, all the way to billing and support. Why is it so important to customers? It's simple. They are looking to achieve two things: flexibility and control.

Additionally, the more customers are given control over their own experience, the more they expect it to be personalized. One-size-fits-all therefore does not suffice anymore and offering customers solely a digital experience cannot be the end game. It must also be integrated and tailored, so that they have the option to pick and choose what they want, digitalized or not - either one part (the ordering for example), several parts (the pricing, ordering and onboarding) or all parts.

The keys to delivering a personalized digital experience

From my point of view, the keys to empowering a personalized digital experience can be summarized in 3 words: technology, flexibility and people.

For all services in your portfolio, you need to have the necessary technology, systems and processes in place to digitalize the customer journey. You will then be equipped to offer a simple experience across the board, if and when a customer requests it.

Then, you ought to add flexibility into the mix, by granting customers a combination of both human support and automation. For example, while some may favour a fully digitalized journey, others may prefer a more personalized interaction to start with. Once onboard, they may expect to be given access to dashboards and take advantage of automated service

Human

Future



upgrades. It is therefore crucial to integrate this type of flexibility within your service delivery and support.

Finally, as always, it all comes down to the people. Your teams should be prepared to offer human support at every step when required. They also need to fully embrace digital as an enhancement to the experience they bring to customers rather than a competing sales or care channel.

Fostering this type of agility and personalization will enable you to truly set yourself apart from the digital crowd.

The Orange digital experience – The best of both worlds

At Orange we aim at delivering you such a tailored, omni-channel experience. To achieve this, we have made substantial investments and championed real-time purchase and delivery of point-to-point connectivity with ground-breaking **on-demand solutions**.

As part of our strategy to focus on **customer value** and bring them “peace of mind”, we recently enhanced our **website** functionalities. With a new, user-friendly design, we will grant you a unique online and responsible experience, whether using a smartphone, a tablet or a computer.

We have simplified the ordering facilities to our portfolio of services. For example, in just a few clicks, our new **IP Transit online** solution enables you to generate quotations, create orders and sign contracts, as well as make technical feasibility checks. To accompany this digitalisation drive, our customer portal is becoming “**Orange eCare**” with new online functionalities. And as always, we ensure that an experienced team is ready to support you every step of the way. This is important to us, as we aim to accompany you not only towards a smart and agile future, but also towards a human one. We believe that being human in the digital world is building the digital world for humans. With Orange you therefore get the best of both worlds and we empower you an efficient, seamless and tailor-made experience from beginning to end.

A 360° check-up for security



Elsa Uguet
Anti-fraud & Security Marketing
Director, International
Carriers, Orange

Wanting to feel safe and secure is a natural human instinct. That's why it's important to have a 360° check-up approach for security.

Whether you have existing security solutions or not, an audit can act as an informant for your business and can enable you to protect yourself against potential fraud and cyber threats. It needs to monitor your **incoming voice** and **messaging traffic** against fraud by-pass, as well as network elements such as IP addresses and web applications against vulnerability.

At Orange, we are risk-averse and will do everything in our power to **protect your business**. With a 360° check-up for security, you will be one step ahead as you will be made aware of potential security breaches. It will enable you to discover your vulnerabilities, prioritize your risks and ultimately reduce the likelihood of an attack or revenue leakage.

Furthermore, this will help you to minimize profit loss by assessing the level of existing by-pass fraud and by detecting domestic and international by-pass, both on-net and off-net. Through a digital and secured consolidated report you can have all your existing weaknesses identified and get a full set of associated recommendations. The entire process is conducted remotely, granting you productivity and efficiency.

Check-up

Convergent

Going above and beyond in ethical compliance for your benefit

Compliance is a core aspect of our organization and we are exceeding regulatory requirements to meet your growing demand for transparency. Doing business in a “healthy” environment helps us build our reputation and reach our development stakes. Our dedicated compliance teams play an integral role in our wider strategy to manage the risks of unethical behavior, such as fraud, corruption, influence peddling, tax evasion and all other violations of business ethics. They work to protect our organization, our employees and our customers through compliance.

We encourage employees, external contractors, suppliers and partners to use the Group reporting platform "[Hello Ethics](#)" to report any breach of conduct or ethics that they have become aware of, in areas such as: corruption, conflict of interest, fraud, environmental damage, abuses of human rights and basic freedoms, and any other violations of laws and regulations.

Three different layers to protect your business

- **Anti-corruption:** We enforce a zero-tolerance policy when it comes to corruption and influence peddling. We monitor risks across all of our operating countries and develop programs, which focus on employee training and action plans to reduce our exposure.
- **Inclusive artificial intelligence:** It is imperative that AI meets principles such as diversity, privacy and transparency to ensure that this technology benefits everyone. We partnered with Arborus endowment fund to launch the [International Charter for Inclusive AI](#), which today has been signed by 70 organizations.
- **Responsible Purchasing:** Through the Joint Alliance for CSR (JAC), we promote and encourage responsible purchasing standards. We integrate a CSR clause into all of our framework agreements and over the last two years, we have signed 94.5% of our contracts with this included. This Code of Conduct details the ethical, social and environmental commitments we expect from our suppliers. Furthermore, in France, we source goods and services from the sheltered employment sector, spending €19.1 million in 2020.

Sustainable performance is only legitimate when rooted in trust.



Sam Nehmé
Compliance Officer
& Head of Risk
International Carriers, Orange

Information is power

Interview



Jean-Marc Barraqué
Connectivity.com
Project Director
International Carriers, Orange

Why are digitalization and automation so important in the context of the customer journey?

Today's customers want relevant and personalized information at their finger tips, as well as control of their customer journey, and this is what digitalization and automation are enabling.

By far, one of the main customer pain points is the delay they encounter throughout their journey. From quoting to ordering, all the way to implementation, support and service reporting.

Information is power. So they also want to access [pricing, ticketing and service monitoring data](#), without the need for an intermediary. Finally, they require this information to be delivered in a flexible and personalized fashion, so that it reflects their evolving needs.

On the other hand, they also expect to have access to personal support when required. They want you to be Digital, but also Human, so they get the best of both worlds. For us and our customers, this is vital.

What are the main reasons customers use your eCare platform?

The main reason is to monitor all their services using a single interface. This gives them visibility of their traffic and connectivity at all times and in real-time, enabling them to manage their services with ultimate efficiency. That is priceless.

They also use it for online ticketing. Interestingly, we have found that, on average, customers who use the platform to manage their tickets are able to get a resolution one day faster than the ones who don't. This is significant. Our platform is therefore becoming a powerful and efficient tool, as it provides information about tickets in one location.

Finally, a growing number of our customers are using our [eCare platform](#) to access reports and analysis relating to fraud. This enables them to acquire information they would not have access to otherwise on the types and source of fraud impacting their business, all this without depending on an intermediary interaction.

Monitor

Flexible

What are the key benefits of using your eCare platform?

Our platform enables our customers to access operationally critical information in a single location, in real-time and in an efficient, transparent, secure and accurate manner. All this is part of our service. This is of great value in today's always-on business environment, as customers can manage their relationship with Orange simply and autonomously.

In addition, we now allow our customers to order online using the same platform, which is empowering real-time delivery of services. This brings our digital tool to the next level.

It is important to understand that the portal is not there to replace human interaction, but rather to complement it. From now on, human contacts with our customers is used for more complex, strategic, high value discussions, or to provide them with more advanced support.

How has the portal evolved since its inception and how are you planning to continue developing it?

We are continuously improving the user experience. We work with UX/UI designers to ensure the interface is as easy to use as possible, so that all the information you want is only a click away. We also continue to upload new functionalities, the latest being [RPKI monitoring](#).

When we look into the future, we have many planned upgrades. The first is the enhanced personalization of the experience and information. The second, which is key, is the development of APIs, so that the information can be integrated within our customers' own environment and tools, seamlessly.

Finally, in terms of new features, we are working on adding new monitoring and ordering capabilities for a number of services.

At the end of the day, what is critical for us is that we provide our customers with a tool that gives them access to information they really need in the format that works for them. We are not offering this solution for our benefits, but because customers have asked for it.

You ask, we listen, we take action!

Discover our
eCare platform

Bridging the digital divide through innovation and investment

Digital technology has forever transformed the way we work, communicate and create. At, Orange, we firmly believe that it should empower everyone because a digital divide means a social divide. By providing telecoms infrastructure, designing inclusive solutions and creating jobs through our business activities, we aim to improve social and economic development. We are committed to bring digital to as many people as possible, in a sustainable and responsible way.

Connecting the unconnected

We are continuously expanding [our network](#) to bring digital to rural areas, whether that be deploying fibre, extending 5G coverage, funding submarine and terrestrial cables or [harnessing satellite](#). For example, in Africa, we invest €1 billion each year, contributing to projects such as [Djoliba](#) - our first pan West-African backbone, serving a potential 330 million inhabitants. Furthermore, our subsea cable capacity is also a significant booster for a region's socio-economic development.

Creating inclusive and equal opportunities

In addition, our philanthropic arm, [Orange Foundation](#), undertakes a wide range of activities to promote digital solidarity and cultural inclusion. Regarding education, digital schools have been set up in 12 African countries to empower unqualified young people who are looking to break out of long-term unemployment. To boost prosperity, we also promote financial inclusion. Access to a transaction account allows people to store, receive and send money securely and is a positive first step towards a more financially inclusive future. [Orange Money](#) now has 19.1 million active customers, which has been further bolstered by the extension of [Orange Bank](#). And finally, in terms of healthcare access, we signed a [partnership agreement](#) with the Global Fund to develop innovative e-health solutions. It improves access and quality of care through remote monitoring of patients using a digital platform. Through these commitments, we are promoting a model of sustainable and responsible development so that, in the future, digital technology will continue to enable progress for people, society and the planet.

Responsible



Commitment

Test our upgraded IP Transit Online and enjoy a simplified digital user journey

In the face of a mass digital transformation, we are streamlining our portfolio of services through a single digital platform to simplify and enhance your customer experience. You can fully manage your connectivity, which includes technical feasibility checks, quote requests and contract signatures.

A game-changing industry innovation

And now, we have taken this innovative solution one step further to bring you even more agility and flexibility. **The service** is now available in Africa, Middle East and Asia PoPs with up to 10 Gbps capacity. And regarding Europe and USA, we have doubled it from 10 Gbps to 20Gbps to answer the growing **bandwidth** requirements of the market. Depending on the capacity selected, customers will be able to access our network through 1 Gbps, 10 Gbps, or 100 Gbps ports.

In order to facilitate your interconnection, we have also set up an option that allows you to delegate to us the management of the cross connect with the carrier hotel. Exclusively available on our **digital platform**, we have also integrated a new fully-flexible contract term with a no duration commitment to grant you more adaptability. And of course, purchasing can be executed in either dollars or euros. Furthermore, you remain completely self-sufficient as once on-board you can order new **IP transit** connections or upgrade existing ones in real time. Last but not least, rapid delivery is guaranteed thanks to industrialized end-to-end processes.

Discover our IP Transit online offer

Integrating our design thinking approach

We differentiate our offers to grant our customers a more adaptive, direct and efficient digital experience. This is why our **IP Transit ordering online** now enters our three-tier flexible service model and is available on both Dynamic and Intense IP Transit level offers. By further increasing the automation of this solution, we aim to expand your global reach with an increasing number of **PoPs available**.

I was extremely impressed by my recent experience ordering IP Transit Online with Orange. Firstly, the choice to pay per Mbps is a real asset and you only have to commit to a small capacity. Also, the automated nature of the process is secure with less risk of human error. A final bonus is the fact that you can reserve network resources.”

Nicolas lung
President – Midway’s Network

PLDT bolsters its international voice customers' experience with Orange International Carriers

The Philippines' largest fully integrated telco **PLDT**, Inc. (PLDT) enhances its international voice customers' experience as it renews **its partnership** with Orange International Carriers for a second year. PLDT and Orange continue to ensure the best user experience for international calls by guaranteeing network security and resiliency, and more aggressive partnership programs for traffic collection.

"We are happy that our partnership with Orange will continue for another

year. This collaboration is part of PLDT Group's broader program to deliver the best experience for our customers both here in the Philippines and overseas," said Katrina Luna-Abelarde, FVP and Head of PLDT-Smart International and Carrier Business and Strategic Partnerships.

"Our voice partnership results with PLDT in the last 12 months are very positive despite the very volatile market conditions that prevailed in 2020 with the pandemic impact on international communications. The model we put

in place with PLDT proved its strong efficiency to provide quality to Filipinos as well as reinforce resilience for international voice value. I am very happy that this partnership will continue for a second year," said Emmanuel Rochas, Chief Executive Officer of International Carriers at Orange.

Voice

Outsourcing



Orange Poland, Orange Romania and Orange Slovakia

are joining forces with Orange International Carriers for their international voice business

It reaffirms Orange's commitment to delivering a high-quality service and a simplified engagement model. It allows the professionalization of **our networks** to provide the best quality available, and extend our expertise in leading the wholesale industry. This is enhanced by our customized

Serenity voice management solution which offers a range of voice-outsourcing options with reliable anti-fraud solutions, professional services, and bespoke agreements.

Through this business approach, we seek to further empower you,

increase value, and unlock potential across your retail activities by delivering quality services, competitive offers, and a simplified customer interface and experience.

Bringing you instant network visibility on our website

To strengthen our customer relations, we have enriched our online digital services with our updated [interactive network map](#). It brings you a global overview of the Orange network granting you agility and simplicity in your research: 450,000 km of submarine cables, 45,000 km of terrestrial fibre network and over 450 Points of Presence. Accessible on our revamped [IC website](#), this user-friendly tool enables you to consult various terrestrial or submarine cable information, PoPs implementation, regional backbones, etc. Once

you have chosen your criteria, the [map](#) will automatically generate the selected options to give you a clear picture of the routes you require. With this functionality, you can stay in the loop with our expanding global footprint and you can also download or print the map if you need to. By focusing on innovation, digitalisation and quality of service, we place our customers at the heart of a continuous enhanced digital experience.

Discover our network map

Paving the way in telecoms with GCCM major industry awards

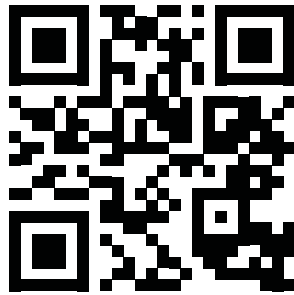
We are honoured to be recognised for our success at the [GCCM 2021](#) prestigious awards ceremony in Berlin. Orange has been awarded in 4 categories: Best Global Network, Best 'Connecting the unconnected' Operator, Best Mobile Service Innovator and Best Africa Regional operator of the year.

These achievements are a result of our commitment to bring you and the market extensive connectivity, high-level security and digital innovation. We are thrilled that the judges have acknowledged our experience and proficiency in the industry. It is further proof that we are a trustworthy, dynamic and flexible wholesale player, entirely dedicated to you, to your customers, and to the future of the industry. At Orange, we are proud to be your reliable and trusted partner.



- Best 'Connecting the unconnected' operator
- Best Global Network
- Best Africa Regional operator of the year
- Best Mobile Service innovator

International Carriers



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**Wholesale &
International
Networks**